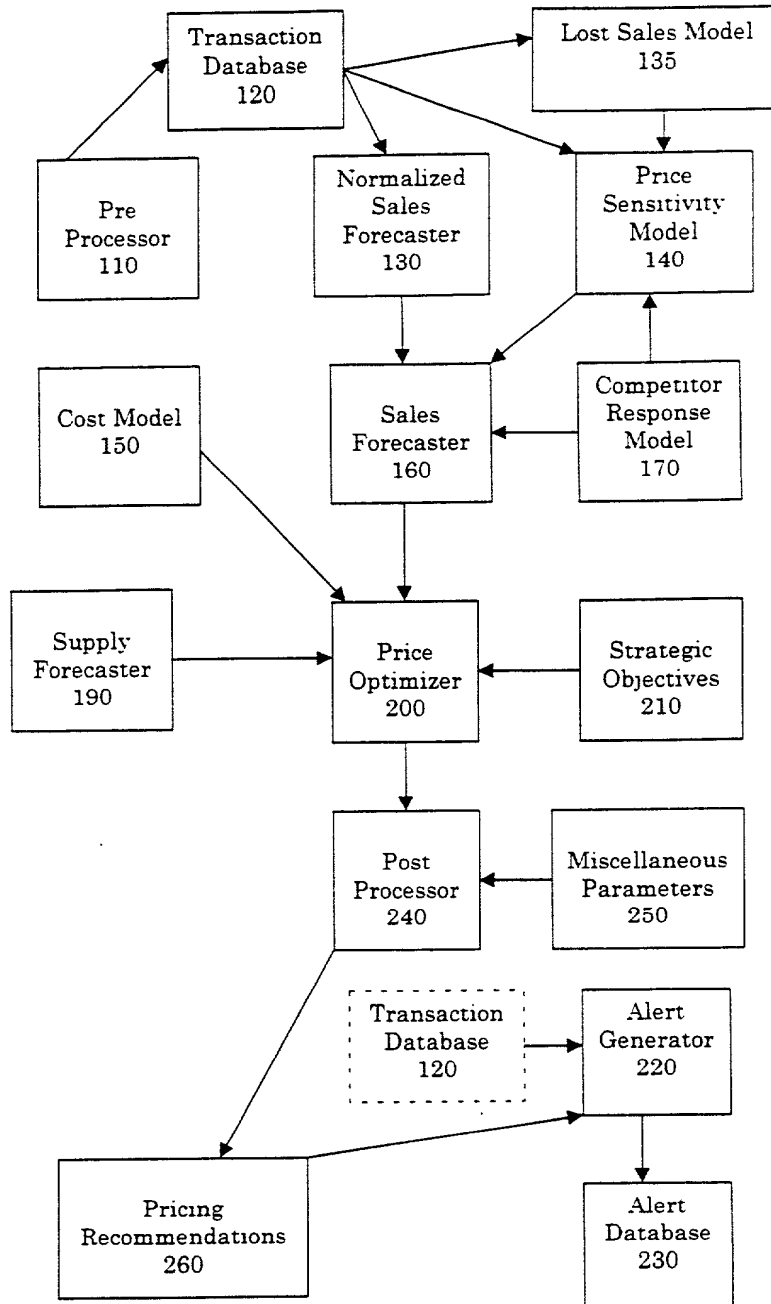


FIG. 1

EXTERNAL
DATAFEED
→



→
output

FIG 2

Historical Line Items

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LineItemID	ProdID	ChannelSegID	Date	Qty	QtyAdj	Price	State	UnitCost	Revenue	Cost	Qty
1	1	3	01-Jun-99	109		\$119.05	Sold	\$ 114.81	\$ 12,976.21	\$ 12,514.29	92
2	1	3	01-Jun-99	34		\$119.46	Sold	\$ 114.81	\$ 4,061.71	\$ 3,903.54	31
3	1	3	01-Jun-99	165		\$124.24	Sold	\$ 114.81	\$ 20,499.29	\$ 18,943.65	1083
4	1	3	02-Jun-99	125		\$119.90	Sold	\$ 114.81	\$ 14,987.23	\$ 14,351.25	122
5	1	3	03-Jun-99	48		\$122.45	Sold	\$ 114.81	\$ 5,877.83	\$ 5,510.88	94
6	1	3	03-Jun-99	101		\$120.75	Sold	\$ 114.81	\$ 12,196.11	\$ 11,595.81	119
7	1	3	03-Jun-99	148		\$123.88	Sold	\$ 114.81	\$ 18,333.56	\$ 16,991.88	658
8	1	3	04-Jun-99	5		\$118.01	Sold	\$ 114.81	\$ 590.05	\$ 574.05	4
9	1	3	04-Jun-99	6		\$123.58	Sold	\$ 114.81	\$ 741.49	\$ 688.86	21
10	1	3	04-Jun-99	42		\$120.58	Sold	\$ 114.81	\$ 5,064.28	\$ 4,822.02	47
11	1	3	04-Jun-99	17		\$122.18	Sold	\$ 114.81	\$ 2,077.13	\$ 1,951.77	30
12	1	3	04-Jun-99	92		\$121.76	Sold	\$ 114.81	\$ 11,202.01	\$ 10,562.52	142
13	1	2	04-Jun-99	20		\$118.96	Sold	\$ 126.29	\$ 2,379.17	\$ 2,525.82	19
14	1	2	04-Jun-99	8		\$117.96	Sold	\$ 126.29	\$ 943.65	\$ 1,010.33	7
15	1	2	04-Jun-99	112		\$118.02	Sold	\$ 126.29	\$ 13,217.84	\$ 14,144.59	97
16	1	2	04-Jun-99	125		\$120.49	Sold	\$ 126.29	\$ 15,061.11	\$ 15,786.38	130
17	1	3	04-Jun-99	134		\$118.33	Sold	\$ 114.81	\$ 15,856.46	\$ 15,384.54	100
18	1	3	04-Jun-99	125		\$119.36	Sold	\$ 114.81	\$ 14,919.39	\$ 14,351.25	111
19	1	1	05-Jun-99	162		\$117.74	Sold	\$ 122.55	\$ 19,074.63	\$ 19,853.18	139
20	1	1	05-Jun-99	141		\$122.58	Sold	\$ 122.55	\$ 17,283.98	\$ 17,279.62	175
21	1	3	05-Jun-99	46		\$119.34	Sold	\$ 114.81	\$ 5,489.61	\$ 5,281.26	41
22	1	3	05-Jun-99	131		\$119.10	Sold	\$ 114.81	\$ 15,601.90	\$ 15,040.11	111

FIG.3

FIG. 4

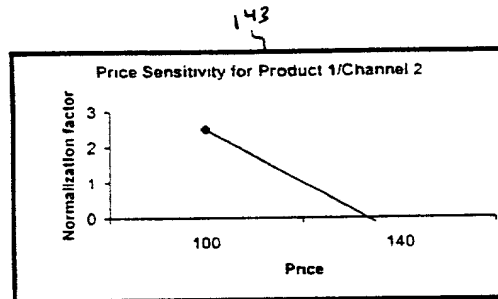
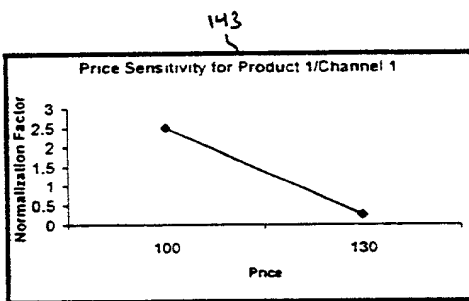
Price Sensitivity

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		Linear	Intercept	Slope
		Logistic	Brand	Price Sensitivity
Product	Channel Segment	Model Type	B0	B1
1	1	Linear	10	-0.0750
1	2	Linear	10	-0.0750
1	3	Linear	25	-0.2000

Intercept

← hist avg price is 120 for all segs with original data



OPTIMIZATION

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ProductID (i)	Channel Segment (j)	Forecasted Total Demand	Channel Segment Adjusted Cost (c _{ij})	Average Quantity Discount (a _{ij})
1	1	5229	\$ 122.55	2.40%
1	2	4680	\$ 125.29	1.80%
1	3	9741	\$ 114.81	0.90%

MAXIMIZE

TOTAL MARGIN - \$

SUBJECT TO

TOTAL SALES <= TOTAL SUPPLY

strategic objectives

PRICE >= COST

PRICE >= MIN_PRICE

PRICE <= MAX_PRICE

SALES >= MIN_SALES

SALES <= MAX_SALES

for each product/channel segment combination

for each product/channel segment combination

for each product/channel segment combination

for each product/channel segment combination

for each product/channel segment combination

x11:	price of Product 1/Channel 1	\$ 129.45
x12:	price of Product 1/Channel 2	\$ 131.00
x13:	price of Product 1/Channel 3	\$ 120.43
t11:	quantity sold Product 1/Channel 1	1524
t12:	quantity sold Product 1/Channel 2	819
t13:	quantity sold Product 1/Channel 3	8910

0.29

normalization factor for Product1/Channel1

0.18

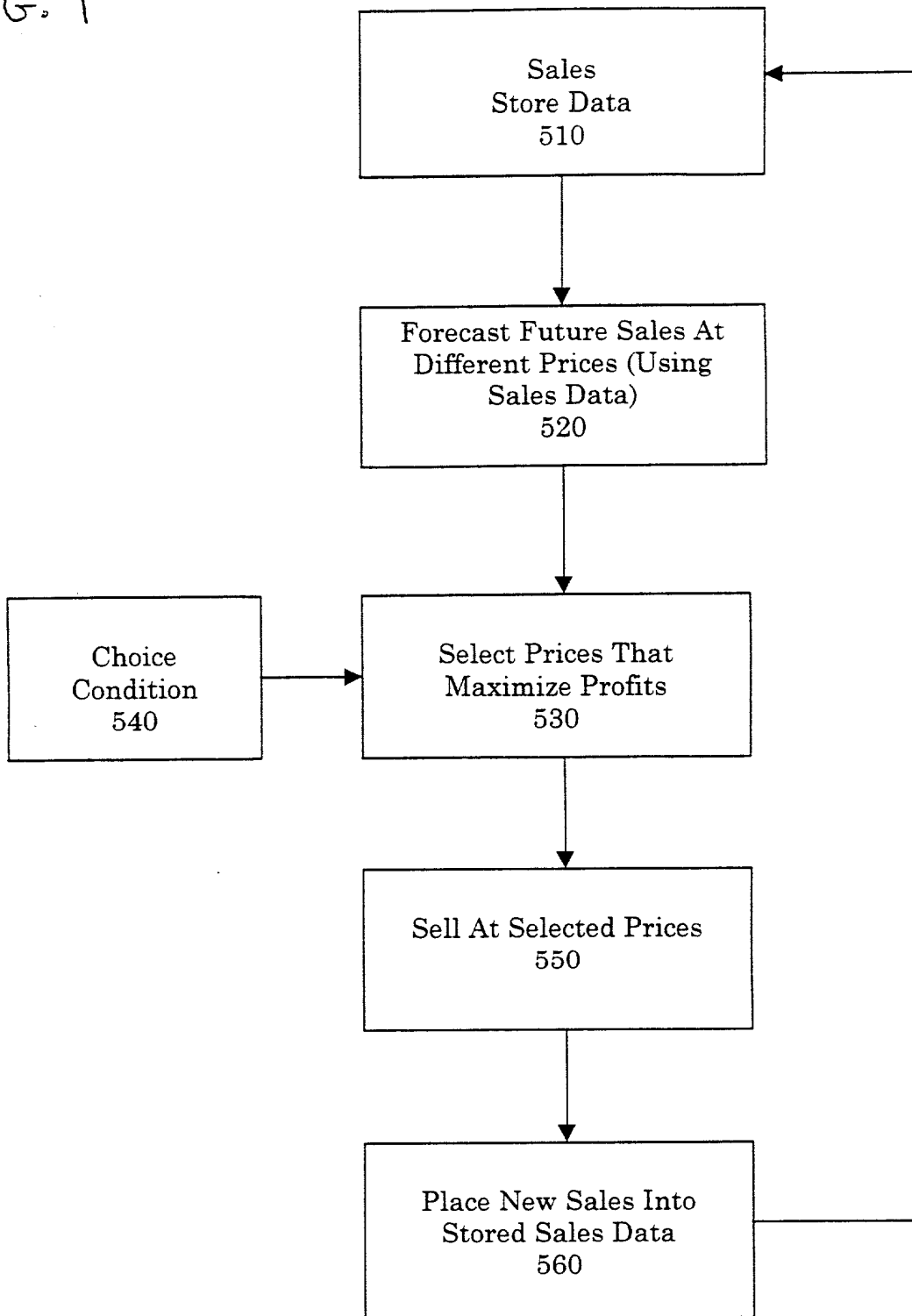
normalization factor for Product1/Channel2

0.91

normalization factor for Product1/Channel3

FIG. 5

FIG. 7



500